



**Global Net Commerce, Inc.**  
Secure In Wireless • Solid In Solutions

# Failover

## Network Disruption

It's a nightmare scenario for business owners: your point of sale system stops working, and you're forced to inform customers that they must pay in cash. If you choose, you could instruct your staff to manually write down credit card numbers, but this exposes your business to huge liability issues due to non-PCI compliance. From there, the only other option is to regretfully tell customers they need to go elsewhere to make their purchases, costing your business money and running the risk of angering loyal customers.

Network outages, even short disruptions in connectivity, can result in reduced employee productivity, unsatisfied customers, and lost revenue. You can avoid these negative outcomes and keep your business up and running by implementing a wireless failover solution as your backup internet connection.

## The Solution

Cellular failover is the solution. Cellular failover is network connectivity redundancy for your business – a life jacket of sorts that keeps your business afloat when your primary wired internet connection is lost. It utilizes 4G LTE networks and it can be deployed at an affordable monthly cost and provide data for POS transactions, handheld devices, media, security systems, and any other application your business operation requires. Failover can be easily integrated into your existing network infrastructure.

For new businesses, a router with cellular failover capability will also offer you what's referred to as Day 1 Internet. This term refers to the ability to connect to the internet on day one using your cellular failover connection to get you up and running before your local internet service provider activates your primary network circuit. This capability can give you confidence in planning grand opening events, new store openings, mobile pop-up locations, and more.

## The Form Factor

There are two options when it comes to implementing failover to cellular for your business. Existing businesses should consider a failover-only add on device. The advantage here is that there's no disruption or need to remove your current equipment. For new businesses, you also have the option of adding a failover-only device, but you should strongly consider a primary router that includes failover functionality.

## Conclusion

In most cases, your primary internet service provider may offer your business up to 99.5% uptime. This means your network communications are unavailable up to four hours per month. Downtime can cost an organization critical revenue in sales and inconvenience customers.